

## Economic Development Committee Meeting Minutes 10/01/2009

### I. Introduction and Attendees:

Terra, Doug, Dick, Nick, Leigh, Bill Jasper, Nancy, Joe Kristin, Chris, Ann

### II. Open Mike:

Briefing by Nick on the annual economic forum organized by the 495/MetroWest Partnership. Nick will type up a summary of the proceedings and have them distributed.

Review of the 2010 EDC Calendar.

### III. Discussion of Current Events:

Observation of site clearing at the proposed Next Generation Day Care site.

Observation of clean-up at Kelley's Corner (Meineke Building).

### IV. Demographics Team:

Review of database template for organizing demographic data links

The template is considered to be a draft and will be adjusted as required.

The demographics team will start to organize the raw links into the template in the coming weeks.

Installation of the template on the Town website will wait pending further review and discussion with the Town.

Researching of useful data links will be ongoing.

### V. Marketing Team:

Review of the proposed Marketing Survey form.

The survey questions may require adjustment, i.e., use of multiple choice answer format instead of sentence driven responses.

Test out the survey on business volunteers / get feedback.

Sarah Fletcher/Chamber of Commerce needs to support the survey if it is to be effective.

Ongoing question of how large a sample of responses needed for an accurate survey of Acton businesses.

The 'tourism' element of Marketing & Tourism will remain on the backburner while the marketing survey phase is active.

### VI. New and Existing Business Support Group:

Requirements for this team:

Coordination with the Chamber (Sarah) is required for effectiveness.

Chamber reps (Chris and Nancy) should coordinate with Sarah.

Who has the business skills to head this team?

VII. Path Forward:

Brief review of all other teams/agendas.

VIII. Interim Report to Board of Selectman:

Requirements for the presentation:

A general statement.

Updated team agendas.

Involvement of Chamber (Sarah) at presentation.

Discussion of type of handouts to use.